

In the claims:

1 1. A method of accumulating marketing data from a plurality of guests of a
2 coverage area, comprising:

3 creating a plurality of guest data objects pertaining respectively to said plurality
4 of guests, wherein each of said guest data objects includes a first data field containing
5 information related to statistical or demographic of the corresponding guest and a second
6 data field containing information related to one or more purchases made by the
7 corresponding guest within said coverage area or related to one or more events attended
8 by the corresponding guest within said coverage area.

1 2. The method of claim 1, wherein creating said plurality of guest data
2 objects comprises:

3 reading tag identifiers stored in identification tags respectively worn by said
4 guests each time said guests respectively purchases one or more items or services within
5 said coverage area or respectively attends one or more events within said guests;

6 accessing said plurality of guest data objects using said tag identifiers; and

7 writing said information related to said one or more purchases made of said one
8 or more events attended to said second data fields of said guest data objects respectively.

1 3. The method of claim 2, wherein said identification tags comprise radio
2 frequency identification (RFID) tags.

1 4. The method of claim 1, further comprising:

2 obtaining said information related to statistical or demographic of respective
3 guests; and

4 writing said information related to statistical or demographic of respective guests
5 into said first data fields of said guest data objects respectively.

1 5. A system, comprising:

2 a plurality of point-of-sale systems that read tag identifiers from identification
3 tags worn by respective guests purchasing one or more items or services and that obtain
4 information related to said purchased one or more items or services;

5 a central server to receive said tag identifiers and said information related to said
6 purchased one or more items or services, and to cause said information related to said
7 purchased one or more items or services to be written in first data fields of guest data
8 objects; and

9 a data center to receive said guest data objects and to generate marketing reports
10 from said guest data objects.

1 6. The system of claim 5, wherein said identification tags comprise radio
2 frequency identification (RFID) tags.

1 7. The system of claim 5, further comprising a service terminal system that
2 obtains statistical or demographic information from respective guests.

1 8. The system of claim 7, wherein said central server receives and causes
2 said statistical or demographic information to be written to said second data fields of
3 guest data objects respectively.

1 9. A data center, comprising:
2 a non-volatile memory to store a plurality of group data objects each containing a
3 first data field containing information related to purchases made by the corresponding
4 guest within said coverage area or related to one or more events attended by the
5 corresponding guest within said coverage area; and
6 a processor to generate marketing reports from said guest data objects.

1 10. The data center of claim 9, wherein each of said group data objects
2 further comprises a second data field containing statistical or demographic information
3 related to the corresponding guest.

1 11. The data center of claim 9, further comprising a network interface
2 coupled to a central server.

1 12. The data center of claim 11, wherein said processor receives said
2 plurality of guest data objects from said central server by way of said network interface.

1 13. A central server, comprising:
2 a non-volatile memory to store a plurality of group data objects each containing a
3 first data field containing information related to purchases made by the corresponding
4 guest within said coverage area or related to one or more events attended by the
5 corresponding guest within said coverage area;
6 a network interface coupled to a data center; and
7 a processor to transmit said guest data objects to said data center by way of said
8 network interface.

1 14. The central server of claim 13, wherein each of said group data objects
2 further comprises a second data field containing statistical or demographic information
3 related to the corresponding guest.

1 15. A guest data object stored in a memory comprising a first data field
2 containing information related to an identity of a guest and a second data field containing
3 information related to one or more purchases made or one or more events attended by
4 said guest within a coverage area.

1 16. The guest data object of claim 15, further comprising a third data field
2 containing statistical or demographic information about said guest.

1 17. A guest data structure stored in a memory defining a first data field for
2 containing information related to an identity of a guest and a second data field for
3 containing information related to one or more purchases made or one or more events
4 attended by said guest within a coverage area.

- 1 18. The guest data structure of claim 17, further comprising a third data field
2 for defining statistical or demographic information about said guest.

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